IN THE CLAIMS

Claims 1-32 Cancelled

33. (Previously Presented) A system facilitating uploading of digital images from a digital camera, the system comprising:

a Web site for hosting said digital images captured by the digital camera;

a transport mechanism for uploading the digital images from the digital camera to a user account at the Web site, said user account being pre-provisioned for the digital camera;

a module for automatically associating the digital images uploaded to the Web site with the pre-provisioned user account and thereafter providing on-line access to the digital images, without requiring a user to manually set up the user account and;

a provisioning information module that generates a unique device ID that is used by an accounting management module for associating the digital images with a particular cellular phone device used by the digital camera to upload digital images.

- 34. (Original) The system of claim 33, wherein said digital camera employs a cellular phone for wirelessly uploading the digital images.
- 35. (Original) The system of claim 34, wherein said digital camera and said cellular phone are selectively coupled to one another.

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36. (Previously Presented) The system of claim 33, wherein a unique device ID associated with the digital camera is used for associating the digital images.

37-40. Cancelled

- 41. (Original) The system of claim 33, wherein said Web site receives digital images as they are uploaded.
- 42. (Original) The system of claim 33, wherein said Web site continues to store digital images that are uploaded for some period of time.
- 43. (Original) The system of claim 33, wherein said Web site provides on-line access to the digital images.
- 44. (Original) The system of claim 33, wherein said digital camera includes connectivity to a cellular phone, for uploading digital images.
- 45. (Previously Presented) The system of claim 33, wherein said digital camera includes wireless communication capability.
- 46. (Original) The system of claim 33, wherein said transport mechanism comprises a wireless communication network.

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47. (Original) The system of claim 33, further comprising:

a database at the Web site for maintaining the uploaded digital images along with an associated unique device ID for the images.

48. (Original) The system of claim 33, further comprising:

a module allowing a user to specify a user name and password for the user account that has been pre-provisioned.

49. (Original) The system of claim 33, wherein online access to the digital images is predicated upon user input of a valid user name and password.

50. - 53. Cancelled

54. (Currently Amended) An apparatus for automating activation of a user account associated with a user-operated device, comprising:

a Web site to host user data transferred by the user-operated device;

a transport mechanism to enable uploading of the user data from the useroperated device to a user account at the Web site, the user account being preprovisioned for the user-operated device;

a module for automatically associating the user data uploaded to the Web site with the pre-provisioned user account based on a unique device ID of the transport mechanism, and thereafter providing on-line access to the user data, such that the user need not manually establish the user account at the Web site; and

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a buffer to temporarily store the user data prior to determining the user account associated with the unique device ID.

- 55. (Previously Presented) The apparatus of claim 54, wherein the user-operated device is selected from among the following: a digital camera, a cellular telephone, a cellular telephone periodically coupled to a digital camera, and a cellular telephone including a digital camera.
- 56. (Currently Amended) The apparatus of claim 54, wherein the user-operated device transport mechanism has a unique device ID that is used for associating the user-operated device with the user account that has been pre-provisioned for the user data.
- 57. (Previously Presented) The apparatus of claim 54, further comprising:

 a provisioning information module to generate a unique device ID that is used by
 an accounting management module for associating the user-operated device with the
 user account.
 - 58. (Cancelled)
- 59. (Previously Presented) The apparatus of claim 54, further comprising: a database at the Web site for maintaining the uploaded user data along with an associated unique device ID for the images.

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- 60. (Previously Presented) The apparatus of claim 54, further comprising: a security module to allow a user to specify a user name and password for the user account that has been pre-provisioned.
- 61. (Previously Presented) A system to enable automatic provisioning of a new user account comprising:

a receiving logic to receive data from a peripheral device having a unique device ID, the data destined for storage on a repository on the system;

an account management module to automatically establish a user account, including creating a user identifier (ID) based, at least in part, on said unique device ID assigned to the user-operated device;

a media gateway to associate the data with said user ID;

such that an account is automatically created for the owner of the peripheral device, without requiring the user to first set up a user account, or any additional information to be stored on the peripheral device.

- 62. (Previously Presented) The system of claim 54, further comprising: the media gateway to query the peripheral device for the unique device ID in response to receiving the data.
- 63. (Previously Presented) A method facilitating uploading of user data from a user-operated device, the method comprising:

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receiving a transfer request from a cellular phone having a unique device ID, to transfer data to a Web site from the user-operated device;

determining if there is a user account associated with the unique device ID, and if so, associating the user data with the user account; and

if there is no user account associated with the unique device ID, establishing a user account automatically at the particular Web site, including creating a user identifier (ID) based, at least in part, on said unique device ID.

- 64. (Previously Presented) The method of claim 63, wherein the user-operated device is selected from among the following: a digital camera, a cellular telephone, a cellular telephone periodically coupled to a digital camera, and a cellular telephone including a digital camera.
- 65. (Previously Presented) The method of claim 63, wherein establishing the user account occurs upon receiving a first transfer request from the user-operated device.
- 66. (Previously Presented) The method of claim 63, wherein establishing the user account occurs prior to first operation of the user-operated device.
- 67. (Previously Presented) The method of claim 63, wherein said user account is established using a provisioning procedure to associate the user account with a

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unique device ID assigned to at least one of the user-operated device or the cellular phone.

- 68. (Previously Presented) The method of claim 63, further comprising: determining whether at least one of the user-operated device or the cellular phone is an authorized device prior to storing the images on the Web site.
- 69. (Previously Presented) The method of claim 63, further comprising: temporarily saving the user data in a buffered storage module until the user data is determined to be associated with a particular user account.
- 70. (Previously Presented) The method of claim 69, wherein said content temporarily saved in the buffered image storage module is transferred to an image storage-by-account module in an image repository after the content is determined to be associated with a particular user account.
- 71. (Previously Presented) The method of claim 63, further comprising:
 having a user account ticket, generated, at least in part, from the unique device
 ID, the user account ticket used for initially establishing the user account.

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